ABSTRACT OF THE DISCLOSURE

Engine sounds corresponding to traveling actions of a car object in a game space are reproduced using previously recorded sound data obtained by running a real car, and therefore it is possible to reproduce engine sound close to a real engine's sound. When the car object is accelerating, corresponding acceleration sound data can be sequentially read and reproduced. Further, a deceleration sound data read position can be designated such that when the car object is operated so as to start decelerating during acceleration, deceleration sound data can be reproduced from a position corresponding to a position where reproduction of the acceleration sound data is stopped, whereby it is possible to combine the acceleration sound data and the deceleration sound data together so as not to result in unnatural sound data.